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PRESS RELEASE

SHURE EXPANDING SUSTAINABILITY EFFORTS WITH NEW, GREENER PACKAGING

NILES, Ill., October 17, 2022 — As part of its overall sustainability initiatives, Shure is improving its packaging to be even more environmentally friendly. Packaging for new Shure products prioritizes the use of recyclable and renewable materials.

New products will be packaged using 75 percent recyclable and/or renewable materials in 2023. In addition, the Company is also improving packaging sustainability by:

- Committing to source a greater portion of our paper and fiber-based packaging from suppliers that are certified by sustainable forestry organizations such as FSC, SFI and/or PEFC, with the intention to eliminate noncertified packaging by 2030.
- Optimizing packaging for efficient distribution and logistics (creating packaging that better fits onto pallets and shipping containers to maximize space, which reduces transportation fuel and emissions produced by excess shipments)
- Ensuring that existing product packaging is using greener methods. For example, we are working to replace plastic inserts with molded pulp wherever possible.

Shure has continued to take several steps to increase its focus on sustainability in packaging, balancing the need to protect sensitive, high-performance electronic equipment being shipped worldwide with being more environmentally responsible.

The Company recently joined the Sustainable Packaging Coalition and conducted an audit to assess sustainability of more than 1500 different packaging components. Shure has also implemented software solutions to help improve packaging design and distribution efficiency. Environmental impact assessments have been added to other environmental requirements as part of Shure's standard process.

But even before this, Shure was implementing greener packaging. In the 1980s, Shure changed the packaging for mixers by eliminating the use of expanded polystyrene, switched from white (bleached) cardboard to a natural brown color, and used a soy based ink for the printing on the cardboard box. All the packaging could be recycled, except for the plastic bag that covered the mixer inside the cardboard container.

Shure continues its commitment to improving the sustainability of its packaging as it works to exceed targets set by current regulations and prepare for those that will come in the future. For more information about Shure's environmental efforts, visit Shure's **Sustainability Page**.

About Shure
Shure (**www.shure.com**) has been making people sound extraordinary for nearly a century. Founded in 1925, the Company is a leading global manufacturer of audio equipment known for quality, performance, and durability. We make microphones, wireless microphone systems, in-ear monitors, earphones and headphones, conferencing systems, and more. For critical listening, or high-stakes moments on stage, in the studio, and from the meeting room, you can always rely on Shure.

Shure Incorporated is headquartered in Niles, Illinois, in the United States. We have nearly 40 manufacturing facilities and regional sales offices throughout the Americas, EMEA, and Asia.

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